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**SEES GOOD RESULTS FOR NEW  
RULES ON FUR-TRADE NAMES**

When milady buys her furs this fall she can know what she is buying. She need not buy rabbit fur under the impression that she is getting seal skin. Merchants will benefit by the elimination of misnomers that confuse customers.

According to Frank G. Ashbrook, of the U. S. Department of Agriculture, who is in charge of the Division of Fur Resources in the Bureau of Biological Survey, these are the prospects resulting from rules recently adopted by N.R.A. code administrators under the retail furriers' code to determine what is proper in fur names.

To clarify the code provision against fraudulent advertising and labeling, the administrators after conferring on August 23 with representatives of the fur trade and with officials of the Federal Trade Commission and the U. S. Department of Agriculture, adopted the following four rules:

In order to describe a fur, in every case the correct name of the fur must be the last word of the description, and if any dye or blend is used simulating another fur, the word "dyed" or "blended" must be inserted between the name signifying the fur that is simulated and the true name of the fur, as: "Seal-dyed Muskrat," or "Mink-dyed Marmot."

All furs shaded, blended, tipped, dyed, or pointed, must be described as such, as: "Black-dyed Fox," or "Pointed Fox."

Where the name of any country or section is used, it shall be the actual country of the origin of the fur, as: "American Opossum." Where the name of a country or place is used to designate a color, the fact shall be indicated, as: "Sitka-dyed Fox."

Where goods are sold under a registered trademark, that trademark should not, by intent or otherwise, be capable of misinterpretation by the public. In case of trademarks heretofore established in common use, the advertisers should invariably indicate by suitable descriptive matter in addition to the trademark just what the fur is, or, better, the trademark should be modified so as to include the descriptive matter.

These rules, Mr. Ashbrook points out, are identical with those adopted at a trade-practice conference in 1928 and approved by the Federal Trade Commission. The 1928 conference was attended by dyers, manufacturers, and dealers representing 90 percent of the fur industry. The recent application of the rules to the entire fur trade, says Mr. Ashbrook, is the culmination of a movement begun in 1922 by the Bureau of Biological Survey in cooperation with fur-trade representatives, better business bureaus, vigilance committees, and advertising clubs.